CENTER FOR EYE CARE STAFF JOB DESCRIPTIONS

12/2013

PATIENT SERVICES REPRESENTATIVE

BASIC FUNCTION AND RESPONSIBILITY:

- To greet and assist all patients initially as they enter the clinic.
- Check in patients, copy ID's and insurance cards, provide patient lists for the doctors and assign students.
- Direct patient flow through the rest of the clinic
- Checkout all clinic patients out and close out the exam procedures.
- Ensure all information is accurate for posting. (Ex. Check that the chart is completely filled in)
- Post super bills for all patients handled
- Reconcile all monies with the super bills
- Review super bills for accuracy
- Help guide students and patients to dispensary and prepare them to be seen.

CHARACTERISTIC DUTIES:

- Collect all patient information as they enter the clinic
- Confirm accuracy and update patient demographics in the computer
- Copy all supporting documents needed for insurance billing and verification of student/alumni status
- Provide patient lists to the doctors
- Assign students' exams and accurately record information
- Collect co-pay money when applicable
- Print and prepare dispensary super bills for patient pick- ups and dispenses
- Ensure that all HIPAA rules and regulations are in compliance and followed in the front patient waiting area
- Calculating patient charges and collecting the fees.
- Answering phone calls and directing the phone traffic.
- Verify patient insurance and calculate patient responsibility.
- Check out all patients by verifying information and collecting appropriate co-pays.
- Check patient Electronic Medical Record for accuracy and completion.
- Verify the correct patient insurance is in the computer system.
- Check all super bills for accuracy and ensure that all diagnosis codes are entered and accurate according to the doctor's findings.
- Post all super bills that you individually have handled.
- Prepare each super bill for billing by ensuring that all authorizations have been obtained accurately and entered into the system.
- Prepare each super bill for billing by ensuring that all insurance information is updated in the computer and that all patient records have account responsible fields updated.
- Reconcile all the money for your area and make sure that all accounts match the super bills.
- May be required to perform other duties as assigned

SUPERVISION RECEIVED:

Immediate supervision comes from the Patient Services Coordinator and then the Clinic Manager and Director of Clinical Operations.

QUALIFICATIONS:

High School Diploma, with 3-5 years patient/customer service experience, college education is preferred. Experience with Microsoft Office applications such as Word, Outlook and Excel is highly desired. Experience in a health /patient care environment highly desired. Experience working with insurances and insurance companies desired. Familiarity with medical terminology, particularly Optometry and Ophthalmology desired

PATIENT SERVICE COORDINATOR

BASIC FUNCTION AND RESPONSIBILITY:

To perform complex clerical work and supervise an external facility or small group of Patient Service
Representatives for the College of Optometry Center for Eye Care. The position has a high volume of
public contact where, due to volume and type of services being provided, there exists the potential for
highly stressful and challenging encounters.

CHARACTERISTIC DUTIES:

- Subscribe to and ensure the Patient Service Representatives understand College of Optometry Vision, Values and Expectations.
- Assign work/give directions to Patient Service Representatives in order to complete work assignments in a timely and accurate manner.
- Make decisions regarding urgent scheduling, patient or staff issues in the absence of Center Manager and Director of Clinical Operations.
- Assist Center Manager in coordinating Patient Service Representatives' scheduling to meet clinic demands.
- Assist Center Manager in evaluating staff's job performance and participate in annual performance evaluations of clinic support staff.
- Counsel staff concerning work related performance problems in order to ensure that staff understand their responsibilities and to change the staff member's behavior to meet established performance standards.
- Orient and train new staff to perform standard work procedures and carry out assigned responsibilities.
- Maintain staff training manuals.
- Act as liaison between management, health care providers and support staff to ensure communication between these groups.
- Instruct and advise support staff on changes in policies, procedures or working standards.
- Assure accurate information is entered into the Compulink computer systems in order to maintain a current record of patient charges, information and schedules.
- Monitor clinic clerical operations and objectives to ensure the most effective services are being provided and recommend changes which may improve quality of service to supervisor/administration.
- Provide training to clinic staff as needed.
- Perform duties of a Patient Service Representative.
- May be required to perform other duties as assigned.

SUPERVISION RECEIVED:

General supervision is received from the Center Manager and Director of Clinical Operations.

SUPERVISION EXERCISED:

Functional supervision is exercised over clinic support staff.

QUALIFICATIONS:

High School diploma or equivalency is required. College work is preferred.

Four years clerical experience including experience in a health/patient care environment or a position with related clerical and guest relations duties and skills is necessary. Supervisory experience and experience in a professional office preferred.

Ability to establish and maintain effective relationships with patients, visitors, physicians, staff and other persons contacted in the course of work is necessary.

Demonstrated computer skills are required and familiarity with particularly optometry terminology desired. Ability to keep pace with a high volume of patients while performing multiple, sometimes complex tasks is necessary.

OPTOMETRIC TECHNICIAN

BASIC FUNCTION AND RESPONSIBILITY:

Provide a broad range of optical and clerical service support for the College of Optometry. Assist the
Optician and the Front Desk Coordinator with routine dispensary and front desk functions and special
projects. May be required to perform other duties as outlined in the Standard Operating Procedures for The
Center for Eye care.

CHARACTERISTIC DUTIES:

- Assist patients with frame selection, fitting, lens selection and measuring.
- Complete lab orders, insurance verification and authorizations and some insurance billing.
- Compute and collect patient order balances.
- Verify prescription glasses and notify patients when eyewear is ready for pick up.
- Enter eyeglass and contact lens orders in practice management software.
- Dispense, adjust and repair eyewear.
- Assist the Optician with the fabrication of lenses using the edger.
- Review lab invoices and patient financial records for accuracy and forward them to the Center Manager.
- Teach dispensing techniques and services to interns assigned to dispensary.
- Order and verify contact lens orders.
- Assist with front desk functions including: patient scheduling, registration, insurance verifications, filing, and collection of fees.
- Enter patient demographic information, and daily reconciliation of financial transactions. Prepare daily deposits and maintain files with supporting documentation at the remote sites.
- May be required to perform other duties as assigned

SUPERVISION RECEIVED:

Works directly with and reports to the Center Manager.

OUALIFICATIONS:

A high school diploma or equivalent, minimum two years of customer service experience and a minimum of two years experience in optical dispensing and working with Vision Care insurance.

College coursework is preferred.

Experience working with online insurance vendors highly desired.

OPTICIAN

BASIC FUNCTION AND RESPONSIBILITY:

To manage and maintain the dispensaries at the University Eye Centers (University Eye Center, Harvester Eye Center, Optometric Center and East St. Louis Eye Center) while encouraging the general growth of the clinic. Provide expert service to customers regarding their optical needs.

CHARACTERISTIC DUTIES:

Clinical

Measure, fit, adapt, adjust and repair eyewear. Related duties include:

- Evaluate customer's facial structure to determine proper frame and fit;
- Discuss customer's needs, occupation and hobbies to determine best lenses to suit lifestyle
- Repair frames by replacing hinges, nosepads or temples.

Manufacture lenses in on-site finishing lab (when possible) to measurements taken.

Prepare and deliver work orders to the laboratory for lens grinding and eyewear fabrication, as needed. Verify quality and measurements of materials returned from the lab.

Maintain knowledge and awareness of current trends in eyewear and ophthalmic lens technology.

Maintain a neat and orderly appearance to the dispensary at all times.

Participate in student education.

Order, verify and receive credits for ophthalmic lenses, eyewear and contact lenses.

Contact patients regarding their materials (i.e., spectacles, contact lenses) which have arrived.

Work with patients to provide patient education and how to use their new eyewear.

Administrative/Fiscal

Supervise optometric technicians.

Place all orders for lab materials and/or other maintenance items, or supervise other personnel in this.

Maintain inventory of eyewear, accessories and supplies, along with the rationale for the ordering and selling of selected eyewear products.

Work with representatives of frame manufacturers to determine appropriate frames to purchase for population served. Negotiate responsible and favorable prices for lab and frame products and services. Reconcile statements from suppliers for purchases made.

Establish pricing at the retail level for all eyewear products and accessories.

Assist patients in the selection of eyewear appropriate to their ability to pay.

Counsel patients with third party insurance as to the specifics of their coverage, including (but not limited to) patient's responsibility, time for filing, etc.

Follow university guidelines for cash handling and issuance of receipts. Prepare the patient's bill and input charges into the computer system; balance receipts at the end of each day.

Maintain patient information on database.

Provide data for analyses of profit-loss margin of optical services.

Assist in the establishment and/or revision of guidelines, policies and warranties regarding the dispensary.

Inventory frames and accessories 3-4 times a year at all sites. Work with patients when they are not satisfied with their purchase. May be required to perform other duties as assigned.

SUPERVISION RECEIVED:

General supervision is received from the Center Manager.

SUPERVISION EXERCISED:

Functional supervision may be exercised over work study students and optometric technicians.

QUALIFICATIONS:

High School diploma or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary.

Three to four years of progressive responsible optical dispensing and lens finishing experience is required.

Certification through the American Optometric Association (AOA) Paraoptometric certification program (at least CPO level), or equivalent, is required or successful attainment of such certification within two years of hire. Supervisory experience is required.

Superior organizational skills are required.

Ability to work independently and to prioritize and manage multiple tasks and produce results.

CENTER MANAGER

BASIC FUNCTION AND RESPONSIBILITY

 To manage the operational, financial and personnel activities of the School of Optometry Center for Eye Care.

CHARACTERISTIC DUTIES:

Staff

- Interview, select, train, evaluate and counsel all staff of the Center for Eye Care.
- Instruct and advise staff on changes in policies, procedures or working standards.
- Develop and update SOPs and staff manual as needed.
- Assure proper staffing at all Center locations.
- Develop, implement and monitor staff workload standards and productivity reports.

Operations

- Maintain Center patient records and financial database.
- Implement and assist in the development of Center policies and procedures that are consistent with university's
- Assure that all faculty credentials are maintained on file.
- Represent staff and participate in appropriate Center committee activities.
- Prepare annual budget and monitor revenue/expenditures during the year.
- Monitor Center operations and objectives to ensure the most effective services are being provided.
- Oversee development of Center statistics for analysis.

- Monitor Center billing functions and revenue status.
- Develop, delegate and monitor Center operational goals, objectives and programs, and ensure timely completion.
- Implement and assist in the development of quality assurance programs for the Center.
- Collaborate with all center and service administrators to ensure delivery of quality services.
- Confer with Center administrators and service chiefs to resolve operational problems and promote communications and good guest relations with patients and the public.
- Coordinate research and educational activities in order to support faculty in their involvement in these
 activities.
- Responsibility for addressing patient complaints.
- May be required to perform other duties as assigned

SUPERVISION RECEIVED:

• Direction is received from the Director of Clinical Operations

SUPERVISION EXERCISED:

 Administrative and functional supervision is exercised over the staff of the Center for Eye Care (Patient Service Representatives, Patient Service Coordinators, Optometric Technicians, Optician and Department Specialist.

QUALIFICATIONS:

- A master's degree in business, finance, management, or accounting is required along with 3 to 4 years of
 experience in a related field.
- Knowledge of budget management and financial reporting required along with excellent communication skills, verbal/written and analytical reasoning is necessary.

CLINIC BUSINESS & COMMUNICATIONS COORDINATOR

BASIC FUNCTION AND RESPONSIBILITY:

Direct, implement and maintain clinic communications with outside agencies, alumni, faculty, staff, students and other patient populations via mailings, newsletters or social media. Monitor clinic expenditures, income, and supplies.

CHARACTERISTIC DUTIES:

Develop a marketing strategy in order to create and implement comprehensive marketing plan for the family of clinics

Establish and promotes brand awareness for the Center for Eye Care and monitor the eye care environment within the St. Louis metropolitan area

Promote the clinics within the UMSL community and St. Louis metropolitan area

Design and distribute flyers, brochures, and promotional items

Organize participation in health fairs, marketing/public relations cohesion, and social media publicity

Maintain positive public relations through coordinating community involvement

Conduct satisfaction surveys for the Center for Eye Care and evaluate results

Monitor events for inclusion in internal and external publicity

Attend health fairs and events to positively promote the Center for Eye Care

Participates on the collection team by serving to verify receipt of incoming insurance payments

Prepares the invoice for payment for use of Mobile Eye Unit by partner organizations

Complete daily clinic deposits and Cash Receipt Reports for Accounting Department

Oversee clinic petty cash and front desk cash receipts for the University's four clinics

Monitors and manages deposit procedures

Review, approve and pay all clinic invoices

Monitors staff on the reconciliation of monthly invoices

Monitor cost of goods versus charges and recommend adjustments to fee schedule as appropriate

Prepare reports for review by Center Management in compliance with University regulations

Reconcile accounts such as the 90 Day Report, Financial Reports, and Pro Card account

Review and verify the Wire CRRs for the four clinics in Financial Reports

Coordinate, monitor charges, and reconcile clinic's Indigent Funding on a monthly basis,

Supervise and schedule Mobile Eye Unit drivers

Participate in high level review of college/clinic payroll

Complete all Non-PO Vouchers for the family of clinics

Generate refunds for patients and insurance companies

Work with new vendors to set up accounts

Monitor and approve student absences, monitor faculty absences from clinical duties

Coordinate and maintain Mobile Eye Unit schedule with doctors and supporting organizations

Supervise Mobile Eye Unit patient accounts and materials

Maintain office and drug supplies for the University's family of clinics, control all diagnostic and therapeutic pharmaceuticals used in patient care

Initiate and maintain positive relationships with various departments for services/collaboration to ensure clinics run effectively, efficiently, and productively

Assist with IT and Printing Services activities

May be required to perform other duties as assigned

SUPERVISION RECEIVED:

General supervision is received from the Director of Clinical Operations.

SUPERVISION EXERCISED:

Administrative and functional supervision is exercised over Mobile Unit drivers.

QUALIFICATIONS:

A bachelor's degree in accounting, business administration or related area, or a combination of education and experience from which comparable knowledge and abilities can be acquired is necessary.

Experience in higher education or an academic health setting, including a minimum of two years experience in a supervisory capacity, is desired.

Effective communication, time management, analytical and computer skills are required.

Superior organizational skills are required.

Ability to work independently and to prioritize and manage multiple tasks.

PATIENT ACCOUNTS MANAGER

BASIC FUNCTION AND RESPONSIBILITY:

Manage the insurance authorization, billing and collection of patient accounts for services rendered at the UMSL College of Optometry.

CHARACTERISTIC DUTIES:

Supervise financial and administrative operations and reporting systems with some responsibility for policy.

Develop, recommend and implement administrative procedures.

Provide interpretation to faculty and staff regarding third party insurance plans.

Train, evaluate and supervise patient accounting staff in the processing of accounts receivable for services provided in all clinical areas of the College of Optometry.

Supervise the collection and processing of cash, checks and credit card charges in payment of services. Work with the Director of Clinical Operations to process refunds to patients.

Oversee processes for submission of claims.

Verify accuracy of information on claims.

Approve the issuance of fee waivers for treatment and discount authorizations for employees and students.

Assist with appropriate persons the funding for indigent patients.

Verify treatment procedures with faculty and students in order to clarify procedures for billing and report requirements.

Assist with record review for billing.

Oversee the generation of monthly billing statements.

Check computer detail reports daily to reconcile account discrepancies in both billing and insurance company accounts receivable.

Obtain insurance authorization for patients. Counsel patients regarding payment procedures and options. Oversee the collection of delinquent accounts. Prepare delinquent accounts for referral to collection agencies.

Review accounts for correctness in billing rates, insurance coverage and co-pays, and billing of services.

Oversee the compilation of data and the preparation of reports submitted to the college of optometry fiscal office and campus finance office.

Supervise the handling of Medicaid patients and third party payment accounts.

Correspond with patients as necessary to resolve billing questions as needed.

Investigate new insurance plans.

Apply insurance or cash payments to patient accounts.

May be required to perform other duties as assigned.

SUPERVISION RECEIVED:

Direction is received from the Director of Clinical Operations.

SUPERVISION EXERCISED:

Administrative and functional supervision may be exercised over approximately 2 clerical staff.

QUALIFICATIONS:

A bachelor's degree in accounting, business administration or related area, or a combination of education and experience from which comparable knowledge and abilities can be acquired is necessary.

At least four years experience in patient accounting administration in a hospital or multi-doctor clinic/private practice, including a minimum of two years experience in a supervisory capacity, is required.

PATIENT ACCOUNT ASSISTANT

BASIC FUNCTION AND RESPONSIBILITY:

To prepare and file insurance claims, payment posting, credit and collections, adjust patient accounts receivables, and advise and assist patients with questions regarding insurance coverage for services provided at the College of Optometry.

CHARACTERISTIC DUTIES:

Verify insurance coverage, patient benefits and compile itemized bills. Verify accuracy of information on claims, such as patient information, policy numbers, diagnosis, and coded services itemizations. Telephone, write or fax insurance company to obtain information regarding extent of insurance benefit. Verify accuracy of total bill showing amounts covered by insurance and co-pay amounts.

Answer patient questions regarding billing statements and insurance coverage.

Telephone, write or fax insurance companies with unpaid insurance claims to obtain settlement of claim.

Prepare forms outlining expenses for governmental, welfare and other agencies paying for specified patients. Explain benefit coverage to patient.

Record insurance payments and close out file when paid in full. Prepare unpaid claims for transfer to collection agencies.

Process insurance and/or payment claims, including submission, follow up and payment application in accordance with all department productivity and accuracy standards.

Utilize multiple internal and external computer programs and applications to process billing submissions and achieve prompt and optimum payment processing and deposit.

Review and analyze billing edits, errors, unpaid claims etc and resolve within scope of authority.

Analyze and determine appropriate action to be taken on inquiries from patients and payers and resolve within scope of authority.

Analyze and monitor trends and problems pertaining to patient billing, provide documentation, and report/recommend action to Supervisor.

Monitor and evaluate patient accounts and refer delinquent accounts for collection, and may participate in collection activities.

May verify insurance coverage and conduct credit checks.

May make arrangements for, and confirm, payments including financial assistance and self-pay payments.

Remain knowledgeable of federal, state and payer billing regulations and conduct all activities within established regulatory requirements.

May be required to perform other duties as assigned.

SUPERVISION RECEIVED:

Direct supervision is received from the Patient Accounts Manager.

MINIMUM QUALIFICATIONS:

A high school diploma or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary.

An associate's degree or greater is desired.

Four to five or more years of accounts receivable bookkeeping experience is necessary. A minimum of two years experience in medical or optometric patient accounts is necessary.

OFFICE SUPPORT STAFF III

BASIC FUNCTION AND RESPONSIBILITY:

To reconcile patient accounts by posting insurance payments and adjustments. Contact insurance companies to inquire about the status of unpaid claims, expected date of payment or obtain additional information regarding denied claims. Work with the Patient Accounts Manager and the Patient Accounts Assistant to maximize center revenue and control account aging and receivables.

CHARACTERISTIC DUTIES:

Post insurance payments and contractual adjustments.

Enter proper documentation of patient balances, denied claims and pending insurance issues

Reconcile remittance advice with check amount and payment reports to prepare for deposit

Assist with billing questions from staff and at all CEC sites: act as a resource for insurance coverage, provider status, patient accounts status, etc.

Research and refile denied/unpaid claims

Complete remittance review audits and communicate results to the billing staff

Maintain a filing system for the department to include insurance newsletters and updates, remittance advice and check information and the documentation of unpaid claims

Type correspondence, reports, and other materials.

Answer telephone, route calls, and answer routine questions.

Record, type, and distribute minutes of departmental meetings.

Assist with special projects and assignments such as record maintenance, evaluation of insurance plans reimbursements, organizing daily activities and prioritizing work.

May be required to perform other duties as assigned.

SUPERVISION RECEIVED:

Direct supervision is received from the Patient Accounts Manager.

QUALIFICATIONS:

A high school diploma or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary.

Two years responsible office experience or two years related education or training beyond high school.

The ability to type may be necessary depending upon the position available.

CREDENTIALING AND COMPLIANCE SPECIALIST

BASIC FUNCTION AND RESPONSIBILITY:

• Support and facilitates all aspects of the system credentials verification process for optometric staff and other health professional appointments and re-appointments.

CHARACTERISTIC DUTIES:

- Assist in the credentialing process and re-credentialing process for optometric staff and others as appropriate.
- Ensure ongoing state licensure.
- Assemble, prepare and verify credentialing information.
- Identify questionable or highly sensitive information.
- Assure accuracy of records and maintains a state of readiness for review/audit by delegated entities, licensing and accrediting agencies.
- Enter credentialing data into systems and maintain/update databases as needed. Follow-up on data inconsistencies.
- Utilize database to produce reports, lists and rosters.
- Maintain and monitor all privilege lists as needed, including Compulink.
- Maintain the permanent credentials files on all applicable faculty.
- Assure the confidentiality and integrity of all aspects of the credentialing verification program and process.
- Maintain documentation of malpractice insurance for faculty.
- Maintain & monitor compliance with HIPPA privacy regulations.
- Provide training and updates on compliance for students, faculty and staff.
- Maintain and monitor HIPPA compliant visitor policies and procedures.
- Maintain patient record release requests, communication and patient referral records.
- Assemble, prepare and maintain insurance agreements.
- May be required to perform other duties as assigned.

SUPERVISION RECEIVED:

General supervision for credentialing and day-to-day activities is received from the Director of Clinical Services. General supervision for compliance activities is received from the Dean of the College of Optometry.

QUALIFICATIONS:

High School diploma or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary.

One-year experience with credentialing is required.

Knowledge of HIPPA privacy and compliance standards is required.

Superior organizational skills and strong oral and written communication skills are required.

Ability to work independently and to prioritize and manage multiple tasks and produces results.

Must maintain confidentiality of highly confidential information regarding sensitive personal/professional information.